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 nationwide

**CENTRE  
POINT**

**ENDING YOUTH  
HOMELESSNESS**

# SLEEP OUT

## WAKE UP TO CHANGE

# FUNDRAISING PACK



# Thank you for signing up to be part of Sleep Out 2024. We are delighted you are going to be joining us!

Since Sleep Out began 20 years ago we've raised over £5 million giving thousands of young people a future and ensuring we can continue delivering our vital service.



## There's no doubt – we'll sleep out

Almost 136,000 young people approached their local authority for help in 2022-23 because they were homeless or at risk of homelessness. That's a 5% increase compared to previous years, and sadly, we expect numbers to continue to rise. We know that vulnerable groups are always the worst hit by changes affecting our society, so with ongoing economic instability, it's not surprising that more young people find themselves vulnerable and without a place to call home. However, this cannot continue.

That's why this November, we're relying on you, our most committed partners to join us at our award-winning Sleep Out event – to help ensure we're able to end youth homelessness regardless of what lies ahead.

It won't be the most comfortable night's sleep, but it will be one of the most meaningful.



# Centrepoint

Centrepoint provides much more than just a safe and stable place to live.

We help young people tackle physical and mental health issues, develop independent living skills, as well as access education, employment and training opportunities. These are the things young people need to leave homelessness behind for good.

Our work is challenging, but we are driven by the knowledge that we can help homeless young people become successful individuals, able to reach their full potential.

**You can help us do this.**

Together with our partners across the UK,  
we helped support almost 14,000 young people in 2023/24.



**79%** of young people were satisfied or very satisfied with Centrepoint's services



**67%** of young people who left Centrepoint in 2023/24 moved on to live independently



The Centrepoint Helpline supported **5,257** young people during 2023/24



We are delighted to welcome Nationwide as our Headline Sponsor for Sleep Out! Nationwide is sponsoring Centrepoint's Sleep Out to help raise funds and awareness, and so we can put an end to youth homelessness.

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# Fundraising tips

If you've signed up for Sleep Out then a Just Giving page has already been created for you. All you have to do is personalise your page with a few pictures and some details about why you're sleeping out. Here are a few suggestions to kick start your fundraising and help you reach your target:

## 1. Start off on a high

Get your most generous supporters to donate first. Others will then follow suit.

## 2. Spread the word

Email, text and post on social media to share the link to your fundraising page.

## 3. Match funding

Make sure to check if your employer will match the amount you raise. A quick and easy way to double your total.

## 4. Use your contacts

Family, friends, colleagues, clients and suppliers can all donate, so make sure you use your contacts wisely.

## 5. Be persistent

Busy people won't always get round to sponsoring you the first time you ask, so do remind them what you are doing and why.

## 6. Use our stories

Make sure to include some case studies and examples so that your supporters know why you're asking them to part with their cash! We've included a fantastic case study and some price points below that you can share with your contacts.





# Fundraising ideas

Alongside asking for sponsorship, there are many other ways to reach your fundraising total. Here are just some ideas:



## Quiz

Virtually or in person - charge an entry fee & give those you know the chance to show off their skills.



## Donate your commute

Working from home more often? Donate what you would have spent on your lunch or commute for a week and donate.



## Challenge yourself

Run laps of your garden, take on a static bike ride or even see how many times you can run up and down your stairs in 5 minutes.



## Competition

Run a sweepstake for a sports event or tv show, guess the baby competition with your colleagues or hold a video game marathon.

## Aimee's story

Aimee, 18, is a young rapper with cerebral palsy. She became homeless in the middle of winter following a family breakdown. She was placed in a homeless hostel before being referred to Centrepoint where she has been given a self-contained flat and supported to develop independent living skills and advocate for herself.



### **“My disability doesn’t define me”**

Aimee became homeless following a family breakdown. It was winter and bitterly cold. The landlady at her local pub let her stay there for the night whilst she found somewhere else. She was referred to an emergency hostel but it was inappropriate for her needs. It was up a number of flights of stairs and she was placed with vulnerable adults. She was there for three weeks and it had a detrimental impact on her health.

Aimee’s college welfare officer helped to advocate for Aimee and eventually she was referred to Centrepoint where she was offered a self-contained flat. It was a safe, secure space and close to her best friend and carer who could come in and help her. Her key worker Jay helped Aimee to ring medical professionals and occupational therapists to request adaptations and equipment round the home to help her. For Aimee, having support to learn new skills was invaluable.

***“I’m a very independent person when I live with people, but I’d never lived on my own before so I never had responsibility of bills or shopping. It was a shock to the system, but Jay was there to support me, give me guidance and help me to build those independent living skills.”***

Aimee has been writing lyrics since she was a young teenager. Because of her disability, she couldn’t go out and play like the other children so she would spend her time writing. It gave her a creative outlet where she could express her opinions. Aimee hopes that her music will continue to go from strength to strength and that she continues to perform and to support vulnerable young people.

She has just finished college where she was studying business and law and hopes to go to university to train to be solicitor. Recently, she went to see a ground floor flat with Jay and has decided to take it. ***“This could be the happy ending we’ve been waiting for,”*** Jay says. ***“That she is able to move on into a permanent place that is well set up for her needs.”***

# The difference your support will make



**£20** could pay for a counselling session for a young person.



**£40** could pay for a kitchen starter pack for a young person arriving at Centrepont, providing them with the basic cooking equipment and utensils they need to get them started.



**£80** could pay for a study kit, including stationery and a backpack to help them succeed in education or work.



**£300** could pay for a laptop for a young person to support their learning and keep them connected.



**£500** could pay for 10 personal care kits, which include a fresh set of clothes, shampoo, toothbrush and a clean towel for young people who let home with nothing.

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### GET IN TOUCH

We wish you the very best luck with your fundraising. If you need further advice or have any questions, please do get in touch.

[sleepout@centrepoin.org](mailto:sleepout@centrepoin.org)

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